

Coupon drops in 1990 climb by 16.7 percent over 1989

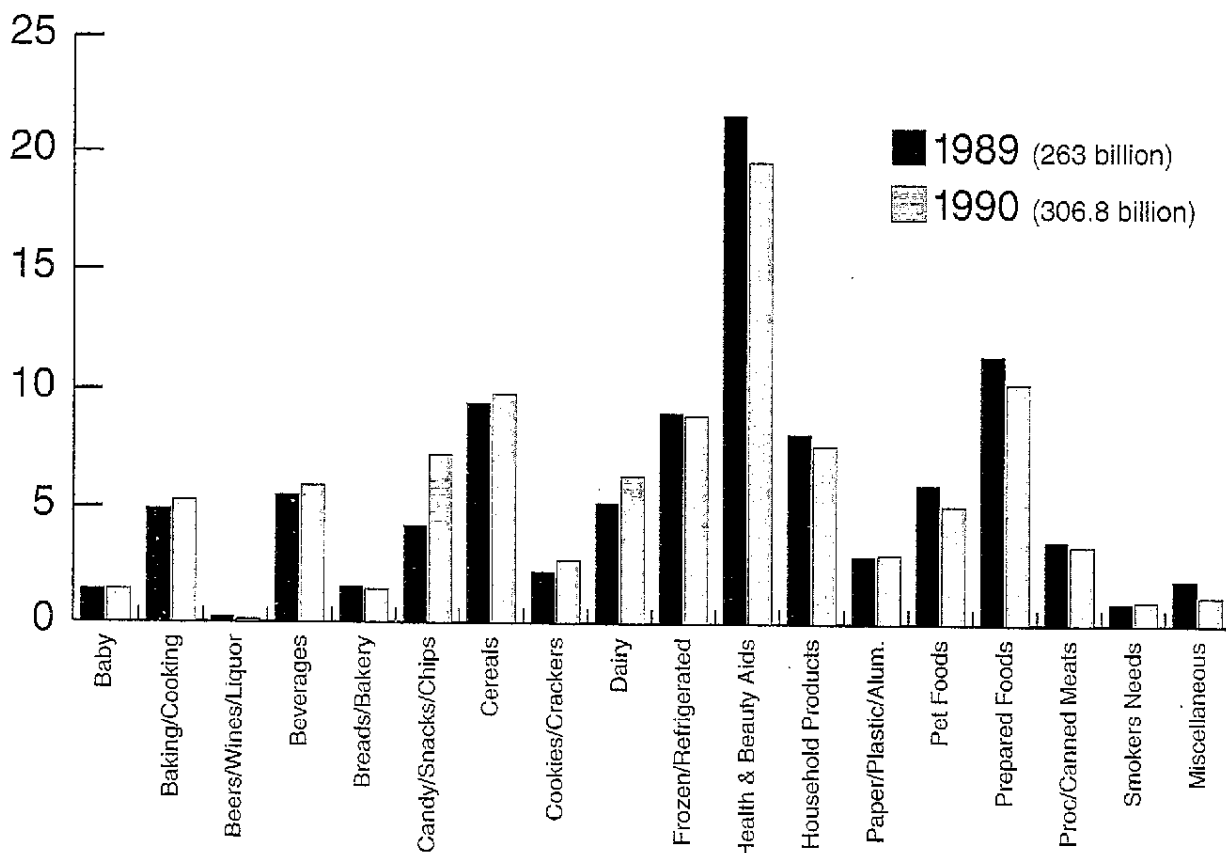
Package goods manufacturers dropped a staggering 306.8 billion coupons in 1990 through print media, according to SUMMARY SCAN, a division of The Advertising Checking Bureau, Inc. That was an increase of 16.7% over the 263.0 billion dropped in 1989.

Bill Green, director of SUMMARY SCAN, believes that the weakening economy in 1990 and the anticipated recession motivated manufacturers to increase their couponing beyond expectations.

"Since more consumers use coupons in economic downturns," he said, "marketers felt compelled to offer coupons or lose market share to those that do. They also feared losing business to lower-priced private label and generic products."

Interestingly, SUMMARY SCAN found that only 19 percent of the 44,613 ads it reviewed in 1990 did not have coupons, compared to 23 percent of the ads reviewed in 1989. "Also," Green noted, "a growing number of ads included two or more coupons. Some manufacturers placed up to 12 coupons

PERCENT OF TOTAL BY CATEGORY



for their various products in a single ad."

In analyzing the SUMMARY SCAN results, Green observed that cereals, the third largest category, showed a healthy gain of 22 percent for a total of nearly 30 billion coupons. The greatest increases, however, came from a number of product categories that historically have not accounted for large percentages of the coupon activity.

"Coupons for candy and snacks," Green said, "doubled to

22 billion, or 7 percent of the year's total. Dairy products increased 42 percent to 19.3 billion coupons. Baking and cooking products rose 24 percent to 16.1 billion, and beverages jumped 27 percent to 18.3 billion."

Health and beauty aids, consistently the most active product category, gained only 5.6 percent, issuing 60 billion coupons. Coupons for another leader, prepared foods, increased only 4.2 percent. ■

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